

**Vision:**

Clark County Parks & Recreation strengthens a high quality of life for the entire community.

**Mission:**

Meeting community needs by providing an interconnected system of parks, trails, recreation facilities, and natural areas that support environmental stewardship, diverse recreational opportunities and economic development.

**Goals/Objectives:**

**1. Provide a balanced, comprehensive, and interconnected park, trail, and open space system.**

- a. Pursue new park land acquisitions with the intent to provide geographically accessible regional parks in strategic locations throughout Clark County and urban parks with equitable distribution in the urban unincorporated area.
- b. Balance regional, community and neighborhood park and recreation needs, supporting all objectives in adopted Community Plans that are aligned with the role of CCPR as a regional and an urban park provider and help meet identified County-wide needs.
- c. Enhance the system of protected open space areas and corridors to preserve the region's beauty, ensure the long-term health of the natural environment, and provide outdoor recreation where appropriate.
- d. Continue working to implement the adopted Regional Trail and Bikeway Systems Plan to pursue the implementation of an interconnected network of trails, parks and open spaces. Coordinate with cities and local communities, federal, state, local agencies, tribes, park and school districts, user groups and organizations, and neighboring counties to ensure the successful development of the regional trails and bikeway system.
- e.

**2. Ensure equity and access to parks, trails and facilities for a healthy community.**

- a. **Accessibility:** Follow or exceed Americans with Disabilities Act (ADA) guidelines to ensure equal accessibility for all users, where feasible, and incorporate ADA Accessibility Guidelines (ADAAG) to ensure maximum accessibility for all users. Provide current and easily accessible information about the parks, trail and open space system using multiple means of communications.
- b. **Park System:** Provide a quality park system that supports the mission and vision of the County, providing a wide range of active and passive recreation experiences, conserving and enhancing significant environmental or historical resources and meeting the needs of diverse age groups,

recreation interests, and abilities. Ensure park system properties are connected to the surrounding communities through safe pedestrian access.

- c. **Trail System:** Create healthy communities throughout the County by promoting active lifestyles, reducing reliance on personal motor vehicle travel through more trail connections and offering free opportunities for recreation and physical activity. Coordinate and cooperate with surrounding jurisdictions and providers to create a seamless regional trails system.
- d. **Water Access:** Provide water access for education and recreation. Promote safe and appropriate access to help inspire appreciation and stewardship of aquatic resources and habitat.
  - (1) Cooperate with other public and private agencies to use, acquire and preserve additional shoreline access for waterfront fishing, wading, swimming, non-motorized and motorized boating where appropriate, as well as other related recreational activities and pursuits.
  - (2) Enhance the existing system of designated water trails and freshwater bodies to support recreation opportunities for kayakers, canoers, paddle boaters, and other non-motorized watercraft users.
  - (3) Improve existing publicly-owned water access sites to address safety and ADA accessibility.
  - (4) Provide linkages to the designated water trails network where possible.
  - (5) Provide for visual water access along public land where feasible.
  - (6) Develop a way-finding system to include markers, signage and other technologies.
- e. **Urban growth and walkability.** Promote the planning, design and implementation of safe pedestrian and bicycle routes across growing communities during development review to encourage connectivity to parks, trails, schools and local goods and services. Safe connections should be required for new construction and retrofitted into older neighborhoods to promote community health and safe routes to destinations.
- f.

### 3. **Provide diverse recreational opportunities for the entire community.**

- a. Offer sufficient parks, trails and sports field facilities and support services to accommodate the needs of various users, the growing population and demographic changes.
- b. Explore new recreational trends to proactively accommodate diverse amenities within parks and engage in partnerships with user groups and organizations to implement, operate and maintain specialized facilities.
- c. Prioritize new facility development, based on criteria such as demonstrated need, population served, a facility's regional draw, revenue-generating potential, innovation or uniqueness of services, and ability to increase recreation options within identified core program areas.

- d. Expand sports field facilities through additional sites and all-season field designs to secure adequate recreational infrastructure for all ages and abilities.
- e.

**4. Be effective stewards of the land as well as economic and environmental resources.**

- a. Provide efficient and effective management of park system resources in a sustainable and environmentally beneficial manner that contributes to a healthy, livable community and a rich natural park experience.
- b. Incorporate sustainability practices into the design, development, and maintenance of park system.
- c. Incorporate low impact development techniques into park and trail designs, and be a leader in demonstrating sustainable building practices.
- d. Use effective and innovative funding methods to build, maintain, operate, and promote the park, recreation, and open space system.
- e. Cooperate with other county departments to define, identify, retain, and conserve open space within the County in order to better serve our citizens.
- f. Incorporate management of trail user counts and park user surveys into regular operational practices to obtain vital information for better customer service and to enhance viable grant eligibility.
- g.

**5. Preserve our historic and cultural heritage.**

- a. Provide opportunities to enhance appreciation of Clark County's historic and cultural heritage through preservation, interpretation and restoration of historical/cultural resources.
- b. Incorporate sensitive design approaches to protect and improve historic and cultural features within existing and newly acquired park and trail sites.
- c. Partner with public agencies, non-profit organizations and private individuals to create adequate resources for enhancement, interpretation and education of those heritage resources.
- d.

**6. Maintain and enhance existing and future parks and recreation facilities.**

- a. Maximize operational efficiency to ensure incorporation of best practices and invest in preventative maintenance and upgrades to parks, trails and facilities for long-term benefits.
- b. Pursue adequate operating budget to ensure sufficient funding for existing and future park facilities.
- c. Coordinate with local trail interest groups and advocates in development, implementation, operation and maintenance of trail projects.
- d. Promote volunteerism to enhance community ownership and stewardship of parks, recreation programs, and services. In particular, encourage citizen involvement and participation in maintaining, improving, and restoring parks and natural areas.
- e.

**7. Serve the needs of the community through a dynamic and effective organization.**

- a. Provide leadership for the planning, coordination, and design of parks, sports fields and regional trails on a county-wide basis.
- b. Develop capital facilities plans to ensure adequate improvements and expansion of the parks, recreation and trail systems to serve the existing and future population.
- c. Engage in a variety of responsive public involvement practices during planning, design and implementation of park system capital projects. [Jeff recommending revision]
- d. Support professional training and development of leadership and staff to promote adoption of new technologies, professional growth and best practices.
- e.

**8. Acquire adequate funding to meet community needs.**

- a. Provide sufficient operations funding to support County residents' desired level of service.
- b. Develop and maintain diverse funding for the acquisition, development, and operation and maintenance of park land, recreation facilities, and trails to meet community recreation needs.
- c. Actively seek innovative funding methods to retain financial flexibility, match user interests, and increase facility services.
- d. Employ alternate service provision models, where feasible, to enhance efficient and effective operations.
- e. Consider stabilization of MPD levy revenues through protection of \$.25/1,000 AV funding amount.
- f.

**9. Achieve goals through strong public, private and non-profit partnerships.**

- a. Develop partnerships with public and private agencies which result in increased recreation opportunities for County residents.
- b. Serve as a coordinator to forge partnerships and foster opportunities for countywide collaboration among all major recreation providers in the provision of parks, open space, trails, facilities, programs, and services.
- c. Where appropriate and economically feasible, assist local park departments in the conservation, development and operation of parks and recreational facilities of interest to the regional population, such as water access, trail-related recreation, and regional parks or County parks.
- d. Cooperate with other public and private agencies, as well as with private landowners, to conserve and acquire land and resources necessary to provide high quality, convenient park and recreation facilities.
- e. Coordinate with utility providers for scheduling maintenance along trail corridors to ensure user notification of disruptions, and anticipate opportunities for trail improvements.
- f. Promote public/private partnerships in development, implementation, operation and maintenance projects.
- g.

**10. Reflect the vision of the community we serve.**

- a. Provide technical assistance or facilitate in the formation of local park and recreation service areas, park and recreation service districts, or metropolitan park districts where appropriate to implement the recommendations of adopted Community Plans.
- b. Engage Clark County residents in the planning, stewardship, and programming of the park system, and provide effective community outreach and marketing to increase public awareness and support of recreation services.
- c. Provide unique and innovative facilities to draw users from throughout the county and extended region and establish an identity (brand) for Clark County Parks.
- d. Promote Clark County as a recreation and tourist destination, marketing the region's system of parks, trails, special facilities, open spaces and natural resources as an economic driver and asset for the county.
- e.

Clark County Parks: PROS Update  
Goals and Objectives: Working DRAFT  
PAB November 14, 2015 Meeting

**Notes:**